

NJBIZ

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101+ EMPLOYEES – FINALIST

Madison Commercial Real Estate Services *Lakewood, Ocean County* Joseph I. Rosenbaum, President

Madison Title Agency faced the same quandary as thousands of other title insurers around the country.

Attorneys kept a tight grip on choosing title insurers on behalf of property buyers.

Rather than stew, Madison skipped over the gatekeepers and began pitching its services directly to buyers.

The firm's quality service and attention to detail won over buyers. They began demanding Madison instead of following their attorneys' recommendations.

With the goal of growing even more, Madison began to offer a slew of additional services, including lease abstracting, financial due diligence and cost segregation studies.

Madison Commercial Real Estate Services took flight. And thanks to the diversity of its product mix, the firm hasn't been grounded by the real estate slump. In fact, the firm is taking the recession as an opportunity to boost its market share.

The firm was founded in 1998 by Joseph I. Rosenbaum and Elliot S. Zaks, two real



estate investors. Alongside their entrepreneurial spirit, they hold a firm belief in giving back to the community.

Zaks, for example, sits on the zoning board for Lakewood Township and serves as a commissioner for the Lakewood Housing Authority, a provider of affordable housing to low-income families.